

Rep Order# 8863279 Ver# 1 Mod# 0 Status Confirmed
EC'd Yes

Traffic Order# 37233

Printed: 09/12/2012 10:11 AM

1 of 5

Last Received: 09/11/2012 12:33 PM

Showing Buylines: All Lines

Station KLAS-TV LAS VEGAS
Advertiser () BERKLEY, SHELLY
Product BERKLEY/SENATE/D
Estimate#
Buyer MICHAEL DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 09/12/2012 - 09/17/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

BERKLEY FOR SENATE *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	W-F	400A-459A		:30	\$40.00	09/12-09/14	6	1	6	\$240.00	
				Buyline Comment: NEWS								
	2	M	400A-459A		:30	\$40.00	09/17-09/17	2	1	2	\$80.00	
				Buyline Comment: NEWS								
	3	W-F	700A-900A		:30	\$150.00	09/12-09/14	6	1	6	\$900.00	
				Buyline Comment: CBS THIS MORNING								
	4	M	700A-900A		:30	\$150.00	09/17-09/17	2	1	2	\$300.00	
				Buyline Comment: CBS THIS MORNING								
	5	W-F	500A-600A		:30	\$225.00	09/12-09/14	6	1	6	\$1,350.00	
				Buyline Comment: NEWS								
	6	M	500A-600A		:30	\$225.00	09/17-09/17	2	1	2	\$450.00	
				Buyline Comment: NEWS								
	7	W-F	600A-700A		:30	\$245.00	09/12-09/14	3	1	3	\$735.00	
				Buyline Comment: NEWS								
	8	M	600A-700A		:30	\$245.00	09/17-09/17	1	1	1	\$245.00	
				Buyline Comment: NEWS								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	9	W-F	1200P-1230P		:30	\$225.00	09/12-09/14	3	1	3	\$675.00	
				Buyline Comment: NEWS								
	10	M	1200P-1230P		:30	\$225.00	09/17-09/17	1	1	1	\$225.00	
				Buyline Comment: NEWS								
	11	W-F	300P-400P		:30	\$325.00	09/12-09/14	6	1	6	\$1,950.00	
				Buyline Comment: ELLEN								
	12	M	300P-400P		:30	\$325.00	09/17-09/17	2	1	2	\$650.00	
				Buyline Comment: ELLEN								
	13	W-F	1000A-1100A		:30	\$1,000.00	09/12-09/14	0	0	0	\$0.00	
				Buyline Comment: PRICE IS RIGHT								
	14	M	1000A-1100A		:30	\$1,000.00	09/17-09/17	0	0	0	\$0.00	
				Buyline Comment: PRICE IS RIGHT								
	15	W-F	900A-1000A		:30	\$250.00	09/12-09/14	6	1	6	\$1,500.00	
				Buyline Comment: LIVE WITH KELLY								
	16	M	900A-1000A		:30	\$250.00	09/17-09/17	2	1	2	\$500.00	
				Buyline Comment: LIVE WITH KELLY								
	17	W-F	1100A-1200P		:30	\$1,500.00	09/12-09/14	2	1	2	\$3,000.00	
				Buyline Comment: YOUNG AND RESTLESS								
	18	M	1100A-1200P		:30	\$1,500.00	09/17-09/17	1	1	1	\$1,500.00	
				Buyline Comment: YOUNG AND RESTLESS								

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	19	W-F	1230P-200P		:30	\$900.00	09/12-09/14	6	1	6	\$5,400.00	
				Buyline Comment: BOLD/DEAL								
	20	M	1230P-200P		:30	\$900.00	09/17-09/17	2	1	2	\$1,800.00	
				Buyline Comment: BOLD/DEAL								
	21	W-F	630P-700P		:30	\$875.00	09/12-09/14	3	1	3	\$2,625.00	
				Buyline Comment: INSIDE EDITION								
	22	M	630P-700P		:30	\$875.00	09/17-09/17	1	1	1	\$875.00	
				Buyline Comment: INSIDE EDITION								
	23	SU	630P-700P		:30	\$600.00	09/16-09/16	1	1	1	\$600.00	
				Buyline Comment: NEWS								
	24	SA	500P-700P		:30	\$175.00	09/15-09/15	1	1	1	\$175.00	
				Buyline Comment: NEWS								
	25	W-F	500P-630P		:30	\$375.00	09/12-09/14	6	1	6	\$2,250.00	
				Buyline Comment: NEWS								
	26	M	500P-630P		:30	\$375.00	09/17-09/17	2	1	2	\$750.00	
				Buyline Comment: NEWS								
	27	W-F	430P-500P		:30	\$300.00	09/12-09/14	3	1	3	\$900.00	
				Buyline Comment: NEWS								
	28	M	430P-500P		:30	\$300.00	09/17-09/17	1	1	1	\$300.00	
				Buyline Comment: NEWS								
	29	SA	700P-800P		:30	\$175.00	09/15-09/15	2	1	2	\$350.00	
				Buyline Comment: ET								

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	30	W-F	700P-800P		:30	\$1,000.00	09/12-09/14	5	1	5	\$5,000.00	
				Buyline Comment: ET/INSIDER								
	31	M	700P-800P		:30	\$1,000.00	09/17-09/17	2	1	2	\$2,000.00	
				Buyline Comment: ET/INSIDER								
	32	W-F	1135P-1237A		:30	\$750.00	09/12-09/14	3	1	3	\$2,250.00	
				Buyline Comment: LETTERMAN								
	33	M	1135P-1237A		:30	\$750.00	09/17-09/17	1	1	1	\$750.00	
				Buyline Comment: LETTERMAN								
	34	W-F	1235A-135A		:30	\$115.00	09/12-09/14	5	1	5	\$575.00	
				Buyline Comment: FERGUSON								
	35	M	1235A-135A		:30	\$115.00	09/17-09/17	1	1	1	\$115.00	
				Buyline Comment: FERGUSON								
	36	SA-SU	1100P-1135P		:30	\$350.00	09/15-09/16	2	1	2	\$700.00	
				Buyline Comment: NEWS								
	37	W-F	1100P-1135P		:30	\$500.00	09/12-09/14	2	1	2	\$1,000.00	
				Buyline Comment: NEWS								
	38	M	1100P-1135P		:30	\$500.00	09/17-09/17	1	1	1	\$500.00	
				Buyline Comment: NEWS								
	39	SA	530P-600P		:30	\$250.00	09/15-09/15	1	1	1	\$250.00	
				Buyline Comment: POLITICS NOW								

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	40	SU	630A-800A		:30	\$325.00	09/16-09/16	1	1	1	\$325.00	
				Buyline Comment: CBS SUNDAY MORNING								
	41	SU	800A-830A		:30	\$850.00	09/16-09/16	1	1	1	\$850.00	
				Buyline Comment: NEWS								
	42	SU	830A-900A		:30	\$940.00	09/16-09/16	1	1	1	\$940.00	
				Buyline Comment: FACE THE NATION								

—REPORT TOTALS—

Report Totals: 105 / \$45,580.00

—SALES MONTHLY TOTALS—

Sep 12: 105 / \$45,580.00

Sales Totals: 105 / \$45,580.00

Station Totals: 105 / \$45,580.00

Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$151,933	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books null
Demos RA35+